LEO BURNETT COMPANY, *Inc.*

Ad No. 337 (Carved Holder)—Reg. No. 43077—1 Page—4/C (duo)—8⅛ x 11⅛ in.—{Time / Newsweek / U.S. News & World Report}—1972 (A)

Printed in U.S.A.

How to make a cigarette holder.

Kings: 18 mg. "tar," 1.0 mg. nicotine—100's: 19 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report Aug. '71

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Source: https://www.industrydocuments.ucsf.edu/docs/sqxx0001

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